

# Paulo Ribeirinho

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## PROFESSIONAL EXPERIENCE

- 2023 - Present **Novastone Capital Advisors – [www.novastone-ca.com](http://www.novastone-ca.com)** **Portugal**  
*Swiss company, founded by a consortium of Single Family Offices, that runs a Search Fund program*  
**Search Fund Principal**
- Conducted search for profitable small, medium-sized company in industrial sector with Enterprise Value between EUR 5-50 Million and EBITDA between EUR 1-5 Million
  - Primary search focus on manufacturing (assembled parts, footwear, textile, metallurgy, plastics, chemical)
  - Secondary focus on service sector around manufacturing (logistics, maintenance, industrial cleaning, waste removal, IT development)
- 2022 - 2023 **Worten – [www.worten.pt](http://www.worten.pt)** **Portugal**  
*Biggest online and offline retailer in Portugal with more than 180 physical store locations*  
**Head of Marketplace Iberia**
- Integrated Dott's HR structure (80 FTEs) and financial accounting into Worten organization and led due diligence process with external consultants
  - Improved seller onboarding time by 50% in 2 months with technological automations and increased available product catalogue by 200% by developing connections to external sources (4 million new products)
  - Reorganized seller support team to focus on exception management and proactive seller performance instead of contact center activities
- 2018 - 2022 **Dott – [www.dott.pt](http://www.dott.pt) – acquired by Worten.pt in January 2022** **Portugal**  
*Marketplace JV between largest retailer in PT (Sonae) and local post (CTT)*  
**Chief Operating Officer / Chief Financial Officer**
- Part of the founding team. Co-designed vision for winning Portuguese market with seamless key in hand solution for merchants to start selling online that goes from product listing to fulfillment, delivery and invoicing
  - Developed operations management team (15 people) to handle exponential startup growth from day 1 that achieved scale of +2000 sellers in 3 years and grew x10 from year 1 to year 3
  - Controlled forecasting and execution of 20m€ investment and developed HR strategy
- 2016 - 2018 **Microsoft – [www.microsoft.com](http://www.microsoft.com)** **United Kingdom**  
*Multinational technology company – Leading producer of software, hardware and services*  
**Senior Product Marketing Manager – Education / Enterprise Mobility and Security Business Lead**
- Defined and implemented GDPR sales program strategy for the UK across all product workloads considered best in practice in global event
  - Created 7m user market opportunity for K12 segment using partners to scale adoption of O365 and tele-sales to action sales pipeline
  - Developed programmatic sales approach with partners around O365 compliance with GDPR generating 150m£ pipeline with +30% conversion rate
- 2013 - 2015 **Jumia – [www.jumia.com](http://www.jumia.com)** **Nigeria**  
*Invested by Rocket Internet / AXA / Millicom / MTN / Orange – Largest e-commerce platform in Africa (IPO 2019)*  
**Chief Operating Officer**
- Managed a P&L of 6m€ and had custody of more than 10m€ in inventory
  - Scaled operations team from 50 to 100 associates in 8 months to cope with 30% per month order growth
  - Designed systems implementation of operational / order fulfillment / financial / website features for multiple geographies while growing from 200 to 20,000 orders a day in 2 years
- 2012 - 2013 **Tefen Management Consulting – [www.tefen.com](http://www.tefen.com)** **United Kingdom**  
*Boutique consulting firm specializing in pharmaceutical operational excellence*  
**Senior Consultant – Focus on operations and logistics improvements in pharmaceutical industry**
- 2009 - 2012 **Kaizen Institute – [www.kaizen.com](http://www.kaizen.com)** **Portugal / Spain**  
*Lean consulting company founded in Japan with over 400 consultants in 50 countries*  
**Consultant – Focus on process redesign and data driven operational improvements in industrial sector**

## EDUCATION

- 2016 **INSEAD MBA Class of July 2016 – [www.insead.edu](http://www.insead.edu)** **Singapore / France**  
Treasurer of the Rugby Club, Member of the TMT and PE Clubs
- 2009 **Faculty of Engineering of the University of Porto – [www.fe.up.pt](http://www.fe.up.pt)** **Portugal / Brazil**  
Master's in Electrical and Computers Engineering (international exchange program in Rio de Janeiro)

## LANGUAGES

Portuguese (Native), English (Fluent), French (Business), Spanish (Business)

## PERSONAL INTERESTS

- Investor in Natural Crave – healthy food brand with 6 stores in Portugal – [www.crave.pt](http://www.crave.pt)
- Investor in Dark Kitchen – virtual kitchen business operating in main delivery platforms